



KSHB-TV

ORDER

Flight Dates **09/24/12-09/30/12**

Contract / Revision **311920 /**

Original Date / Revision
09/21/12 09/21/12

Advertiser **McCaskill / Democrat / Sena**

Agency **Media Strategies and Resea**

Buying Contact

**1580 Lincoln Street
Suite 510
Denver, CO 80203**

Product

Agency Com 15%

Billing Contact

**1580 Lincoln Street
Suite 510
Denver, CO 80203**

Sales Office KSHBN

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **12088**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Mike Wang

Account Executive	Order%	Start Date	End Date
Mike Wang	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
KCPT	%	
KCTV	%	
KCWE	%	
KMBC	%	
KMCI	%	
KPXE	%	
KSMO	%	
UNKWN	100%	
WDAF	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
September 2012	59	\$14,658.25	\$17,245.00	0.00
Totals	59	\$14,658.25	\$17,245.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
08/27/12	09/30/12	59	\$14,658.25	\$17,245.00

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	KSHB	09/24/12	09/30/12	NBC Action News at 5a NBC Action News at 5a	CM	5-6a	MTWTF--	:30	5	\$32.00	P-3	0.00 NM	5	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MTWTF--			5		\$32.00		0.00			
N 2	KSHB	09/24/12	09/30/12	NBC Action News at 6a NBC Action News at 6a	CM	6-7a	MTWTF--	:30	5	\$150.00	P-3	0.00 NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MTWTF--			5		\$150.00		0.00			
N 3	KSHB	09/24/12	09/30/12	M-F 3-4p Jeff Probst show	CM	3-4p	MTWTF--	:30	5	\$50.00	P-3	0.00 NM	5	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MTWTF--			5		\$50.00		0.00			



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Print Date: 09/24/12

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Contract / Revision **311920** Flight Dates **09/24/12-09/30/12**

Hiatus Dates

Original Date / Revision 09/21/12/ 09/21/12

Order Sep 00:20:00

Advertiser **McCaskill / Democrat / Sen** Product

Estimate # **12088**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 4	KSHB	09/24/12	09/30/12	M-F 4-430p Jeopardy	CM	4-430p	MTWTF--	:30	5	\$75.00	P-3	0.00	NM	5	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MTWTF--					5	\$75.00		0.00			
N 5	KSHB	09/24/12	09/30/12	NBC Action News at 5p NBC Action News at 5p	CM	5-530p	MTWTF--	:30	5	\$150.00	P-3	0.00	NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MTWTF--					5	\$150.00		0.00			
N 6	KSHB	09/24/12	09/30/12	M-F 630-7p Let's Ask America	CM	630-7p	MTWTF--	:30	5	\$350.00	P-3	0.00	NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MTWTF--					5	\$350.00		0.00			
N 7	KSHB	09/24/12	09/30/12	Today Show Today Show	CM	7-9a	MT--F--	:30	3	\$425.00	P-2	0.00	NM	3	\$1,275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MT--F--					3	\$425.00		0.00			
N 8	KSHB	09/24/12	09/30/12	Sa 8-10a Sa 8-10am	CM	8a-10a	-----S-	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S-					1	\$150.00		0.00			
N 9	KSHB	09/24/12	09/30/12	Sa Late News Late News Sa	CM	10-1030p	-----S-	:30	1	\$550.00	P-2	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S-					1	\$550.00		0.00			
N 10	KSHB	09/24/12	09/30/12	Su Today Show Su Today Show	CM	7-8a	-----S	:30	1	\$50.00	P-3	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S					1	\$50.00		0.00			
N 11	KSHB	09/24/12	09/30/12	Su Late News Late News Su	CM	Late News Su	-----S	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S					1	\$200.00		0.00			
N 12	KSHB	09/24/12	09/30/12	Today Show II Today Show II	CM	9-10a	--W----	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	--W----					1	\$175.00		0.00			
N 13	KSHB	09/24/12	09/30/12	M-F 1-2p Today Show III	CM	1-2p	--W----	:30	1	\$40.00	P-3	0.00	NM	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	--W----					1	\$40.00		0.00			
N 14	KSHB	09/24/12	09/30/12	Wed 8-10p Law & Order SVU	CM	8-10p	--W----	:30	1	\$1,350.00	P-1	0.00	NM	1	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	--W----					1	\$1,350.00		0.00			
N 15	KSHB	09/24/12	09/30/12	M-F 10-11a KC Live	CM	10-11a	-T--F--	:30	2	\$45.00	P-3	0.00	NM	2	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-T--F--					2	\$45.00		0.00			
N 16	KSHB	09/24/12	09/30/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	M--T---	:30	2	\$40.00	P-3	0.00	NM	2	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	M--T---					2	\$40.00		0.00			



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Order Sep 00:20:00

Advertiser **McCaskill / Democrat / Sen** Product

Estimate # **12088**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 16	KSHB	09/24/12	09/30/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	M- - T- - -	:30	2	\$40.00	P-3	0.00	NM	2	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	M- - T- - -					2	\$40.00		0.00			
N 17	KSHB	09/24/12	09/30/12	NBC Action News at 6p NBC Action News at 6p	CM	6-630p	MT- TF- -	:30	4	\$525.00	P-2	0.00	NM	4	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MT- TF- -					4	\$525.00		0.00			
N 18	KSHB	09/24/12	09/30/12	Monday Prime C Revolution	CM	9-10p	M- - - - -	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	M- - - - -					1	\$1,200.00		0.00			
N 19	KSHB	09/24/12	09/30/12	Tuesday Prime C Parenthood	CM	9-10p	- T- - - - -	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	- T- - - - -					1	\$1,500.00		0.00			
N 20	KSHB	09/24/12	09/30/12	Thursday Prime C Rock Center	CM	9-10p	- - - T- - -	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	- - - T- - -					1	\$750.00		0.00			
N 21	KSHB	09/24/12	09/30/12	Friday Prime B Grimm	CM	8-9p	- - - - F- -	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	- - - - F- -					1	\$800.00		0.00			
N 22	KSHB	09/24/12	09/30/12	M-F Late News M-F Late News	CM	10-1035p	M- WT- - -	:30	3	\$700.00	P-2	0.00	NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	M- WT- - -					3	\$700.00		0.00			
N 23	KSHB	09/24/12	09/30/12	M-F 1035-1135p Tonight Show	CM	1035-1135p	- TWTF- -	:30	4	\$200.00	P-2	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	- TWTF- -					4	\$200.00		0.00			
Totals														59	\$17,245.00